

11/10/2011



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RECORDATION FORM COVER SHEET
PATENTS ONLY

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)
Keith Caggiano
Justin Ross
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: Momentum Management, LLC
Internal Address: _____
Street Address: 1206 West Jon Street
City: Torrance
State: California
Country: US Zip: 90502
Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance/Execution Date(s):
Execution Date(s) November 1, 2011
 Assignment Merger
 Security Agreement Change of Name
 Joint Research Agreement
 Government Interest Assignment
 Executive Order 8424, Confirmatory License
 Other _____

4. Application or patent number(s): This document is being filed together with a new application.
A. Patent Application No.(s)
B. Patent No.(s)
Additional numbers attached? Yes No

5. Name and address to whom correspondence concerning document should be mailed:
Name: Thomas I. Rozsa
Internal Address: Suite 220
Street Address: 18757 Burbank Boulevard
City: Tarzana
State: California Zip: 91356-3346
Phone Number: (818) 783-0990
Fax Number: (818) 783-0992
Email Address: counsel@rozsalaw.com

6. Total number of applications and patents involved: 1
7. Total fee (37 CFR 1.21(h) & 3.41). \$ 40.00
 Authorized to be charged to deposit account
 Enclosed
 None required (government interest not affecting title)

8. Payment Information
Deposit Account Number _____
Authorized User Name _____

9. Signature: Thomas I. Rozsa 11-2-2011
Signature Date
Thomas I. Rozsa
Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 4

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, V.A. 22313-1450

11/07/2011 MBELETE1 00000016 29374983

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PATENT

40.00 OP

REEL: 027316 FRAME: 0088

Practitioner's Docket No. 50120.070

PATENT

For: U.S. and/or Foreign Rights
For: U.S. Application or
 U.S. Provisional Application
For: U.S. Patent
For: PCT Application
By: Inventor(s) or Present Owner

ASSIGNMENT OF INVENTION

In consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of One Dollar (\$1.00), the receipt of which is hereby acknowledged, and for other good and valuable consideration,

ASSIGNOR:

Inventor(s) or person(s) or
entity(ies) who own the
invention

- 1. Keith Caggiano
 (type or print name(s) of ASSIGNOR(S))
8130 Redlands Street, No. 2
 Address
Playa del Rey, California 90293
 United States
 Nationality
- 2. Justin Ross
 9903 Santa Monica Boulevard
 No. 135
 Beverly Hills, California 90212
 United States citizen

*(if assignment is by person or entity to whom invention was previously assigned
and this was recorded in PTO, add the following)*

Recorded on _____ Reel _____
Frame _____

hereby sells, assigns and transfers to

ASSIGNEE:

Momentum Management, LLC
(type or print name(s) of ASSIGNEE(S))
1206 West Jon Street
Address
Torrance, California 90502
California limited liability company
Nationality

and the successors, assigns and legal representatives of the ASSIGNEE

(complete one of the following)

- the entire right, title and interest
 an undivided _____ percent (_____ %) interest
for the United States and its territorial possessions

(check the following box, if foreign rights are also to be assigned)

- and in all foreign countries, including all rights to claim priority,
in and to any and all improvements which are disclosed in the invention entitled:
FANCIFUL BRISTLE DESIGN FOR IMITATION MAKEUP BRUSH

Name of inventor(s) Keith Caggiano and Justin Ross

(check and complete (a), (b), (c), (d), (e), (f), or (g))

and which is found in (37 C.F.R. § 3.21)

- (a) U.S. patent application executed on even date herewith
(b) U.S. patent application executed on _____
(c) U.S. provisional application naming the above inventor(s) for the above-entitled invention.
 Express mail label no.: _____
Mailed: _____
 To comply with 37 C.F.R. § 3.21 for recordal of this assignment, I, an ASSIGNOR signing below, hereby authorize and request my attorney to insert below the filing date and application number when they become known.

(d) U.S. application no. _____ / _____
filed on _____

(e) International application no. PCT/ _____ / _____

(f) U.S. patent no. _____ issued _____

- A change of address to which correspondence is to be sent regarding patent maintenance fees is being sent separately.

(also check (g), if foreign application(s) is also being assigned)

- (g) and any legal equivalent thereof in a foreign country, including the right to claim priority

and, in and to, all Letters Patent to be obtained for said invention by the above application or any continuation, division, renewal, or substitute thereof, and as to letters patent any reissue or re-examination thereof.

ASSIGNOR hereby covenants that no assignment, sale, agreement or encumbrance has been or will be made or entered into which would conflict with this assignment.

(Assignment of Invention [16-3]-page 2 of 3)

ASSIGNOR further covenants that ASSIGNEE will, upon its request, be provided promptly with all pertinent facts and documents relating to said invention and said Letters Patent and legal equivalents as may be known and accessible to ASSIGNOR and will testify as to the same in any interference, litigation or proceeding related thereto and will promptly execute and deliver to ASSIGNEE or its legal representatives any and all papers, instruments or affidavits required to apply for, obtain, maintain, issue and enforce said application, said invention and said Letters Patent and said equivalents thereof which may be necessary or desirable to carry out the purposes thereof.

IN WITNESS WHEREOF, I/We have hereunto set hand and seal this 1 day of Nov, 2011
Date of signing

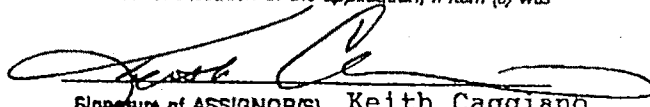
WARNING: The date of signing must be the same as the date of execution of the application, if item (a) was checked above.


Date: 11-1-11

Date: 11-1-11

Date:

Date:


Signature of ASSIGNOR(S) Keith Caggiano


Justin Ross

(if ASSIGNOR is a legal entity, complete the following information)

(type or print the name of the above person authorized to sign on behalf of ASSIGNOR)

Title

NOTE: No witnessing, notarization or legalization is necessary. If the assignment is notarized or legalized, then it will only be prima facie evidence of execution. 35 U.S.C. § 261. Use next page if notarization is desired.

Notarization or Legalization Page Added

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